



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - FAS internal use only

Date: 10/11/2002

GAIN Report #MO2020

Morocco

Buyer Alert Survey

Annual

2002

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Report Highlights:

It is still very difficult for Moroccans to identify products relevant to their business in the buyer alert because most speak french. Also, some importers dislike the idea of ceasing opportunities in the BA that are also open to their competitors.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Rabat [MO1], MO

Number of contacts to which B.A. is sent	50
Frequency of distribution	every 2 weeks
Method of distribution	mail
Number of B.A. follow-up forms distributed	20
Number of completed B.A. forms received	5 done by phone
Number of U.S. exporters contacted by respondents as a result of B.A.	3
Total value of purchases by respondents as a result of B.A..	\$0
Value of possible purchases still being negotiated as a result of B.A..	\$0

U.S. Products Which Produced the Most Interest among Respondents:

Beverages, pulses, dietary products.

Major Reasons Importers Did Not Buy U.S. Products:

	Number of Responses
No response to inquiries sent to U.S. exporters	1
Prices too high	1
No products of interest	0
Quality of samples was poor	0
Products do not meet import regulations	0
Difficulty in obtaining foreign exchange	0
Size of minimum shipment too large	0
Size of maximum shipment too small	0
Inadequate packaging	0
Other: Exchange rate was too high (1).	

Suggestions for Improving the Buyer Alert Program:

- 1) Include photos of the products
- 2) Specify in what part of the world the exporter is interested in doing business with.
- 3) Specify if the exporter is a broker or is looking for a representative in the country of destinations

Comments:

Importers rarely send back BA evaluation forms. Evaluation is done by phone where importers are contacted to both check on the market news and assess the impact of BA.